

ORDER

Orders
Order / Rev: 697415 - 1
Alt Order #: 06219967
Product Desc: FLAKE FOR SENATE
Estimate: 813819
Flight Dates: 08/13/12 - 08/19/12
Original Date / Rev: 08/10/12 / 08/10/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Flake/R/Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/13/12	08/19/12	20	\$9,300.00	\$7,905.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	20	\$9,300.00	\$7,905.00	0.00
Totals	20	\$9,300.00	\$7,905.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KPNX	29%	\$9,300.00
Market	100%	\$32,068.97

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	20%	\$6,413.79
KPAZ	0%	\$0.00
KPHO	12%	\$3,848.28
KPPX	0%	\$0.00
KSAZ	18%	\$5,772.41
KTFL	0%	\$0.00
KTVK	21%	\$6,734.48
KTVW	0%	\$0.00
KUSK	0%	\$0.00
KUTP	0%	\$0.00
UNKWN	0%	\$0.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	KPNX	08/17/12	08/17/12	Tonight Show Tonight Show	CM	1035-1135p ----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--				1	\$650.00		0.00			
6	KPNX	08/17/12	08/17/12	M-F 12-1230p 12 News at Noon	CM	12-1230p ----F--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--				1	\$200.00		0.00			
N 10	KPNX	08/17/12	08/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a ----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--				1	\$450.00		0.00			
14	KPNX	08/13/12	08/13/12	Tonight Show Tonight Show	CM	1035-1135p M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$650.00		0.00			
17	KPNX	08/13/12	08/13/12	M-F 12-1230p 12 News at Noon	CM	12-1230p M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$200.00		0.00			
N 21	KPNX	08/13/12	08/13/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$450.00		0.00			
24	KPNX	08/18/12	08/18/12	Sat Prime Other Stars Earn Stripes	CM	8-10p (8:00 PM-9:00 PM) -----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
PRIME ENCORE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$800.00		0.00			
28	KPNX	08/19/12	08/19/12	SUN TDY NBC Today Show (Su)	CM	5-9a -----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
SUNDAY TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$300.00		0.00			
32	KPNX	08/16/12	08/16/12	Tonight Show Tonight Show	CM	1035-1135p ---T---	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$650.00		0.00			
35	KPNX	08/16/12	08/16/12	M-F 12-1230p 12 News at Noon	CM	12-1230p ---T---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$200.00		0.00			
36	KPNX	08/16/12	08/16/12	M-F 6-630p 12 News 6pm	CM	6-630p ---T---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
12 NEWS @ 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$600.00		0.00			
N 38	KPNX	08/16/12	08/16/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a ---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---				1	\$450.00		0.00			
41	KPNX	08/14/12	08/14/12		CM	1035-1135p -T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00

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				Tonight Show										
				Tonight Show										
TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$650.00		0.00			
44	KPNX	08/14/12	08/14/12	M-F 12-1230p 12 News at Noon	CM	12-1230p -T-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$200.00		0.00			
45	KPNX	08/14/12	08/14/12	M-F 6-630p 12 News 6pm	CM	6-630p -T-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
12 NEWS @ 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$600.00		0.00			
N 47	KPNX	08/14/12	08/14/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a -T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$450.00		0.00			
50	KPNX	08/15/12	08/15/12	Tonight Show Tonight Show	CM	1035-1135p --W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----				1	\$650.00		0.00			
53	KPNX	08/15/12	08/15/12	M-F 12-1230p 12 News at Noon	CM	12-1230p --W----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----				1	\$200.00		0.00			
N 57	KPNX	08/15/12	08/15/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a --W----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----				1	\$450.00		0.00			
N 59	KPNX	08/19/12	08/19/12	530-6p 12 News Sunday 12 News Sunday	CM	530-6p -----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
ADD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S				1	\$500.00		0.00			
Totals													20	\$9,300.00

*Tax 1 Note: Tax 0.5%.